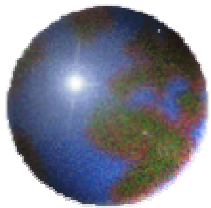


Hawai'i Tourism Asia Quarterly Meeting

May 2004





Korea



Hawai'i Tourism Korea (HTK) Office Opening (left to right):

J.P. Sho: Korea Representative HTK

Emily Kim: Travel Trade Marketing Director HTK

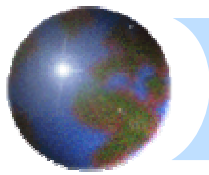
U.S. Chung: Chairman and CEO, KoreaTourism Association

W. S. Chung: Chairman, Korea Association of Travel Agents

Michael Merner: Managing Director, Hawai'i Tourism Asia

Irene Lee: Public Relations Director HTK



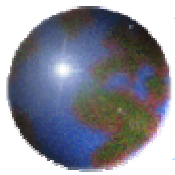


Hawai'i Tourism Korea

Market Update

- **Trends for Hawai'i Tours:**
 - **Rapid recovery from SARS/Iraq/9/11 in first quarter of 2004 – Bird Flu not a major factor**
 - **Many Koreans now seek “well-being” lifestyles, a concept based on pursuing ‘health, happiness, and harmony.’ Travel agents are developing more and more well-being themed tour packages**
 - **Golf is another fast growing niche market with the number of Korean golfers going abroad estimated at over 300,000 annually**
 - **Growth in Internet/FIT bookings**



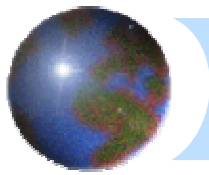


Hawai'i Tourism Korea

Major Activities

- **HTK office open next to City Hall in the heart of Seoul**
- **Launched completely new Korean website at 'www.goHawai'i.or.kr'**
- **Internet event promotion with Naver, #1 search engine in Korea**
- **Luxury Wedding Fair -- joint Promotion with Lotte Department Store, #1 department store in Korea**
- **Nationwide Aloha Essay Contest**
- **Hawai'i Movie Premiere Night event**
- **Group media familiarization tour to Hawai'i**



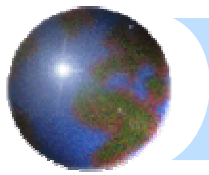


Hawai'i Tourism Korea

Major PR Coverage

- **Able to secure full page articles on Hawai'i in all 5 major daily newspapers after media fam**
- **30-Page special editorial on Hawai'i by ABRoad, #1 consumer travel publication in Korea**
- **10-Page editorial on Hawai'i by Travel and Leisure magazine, #1 luxury consumer travel publication**
- **Numerous articles on Hawai'i's participation in Luxury Wedding Fair, Hawai'i Premiere Movie Night, and other consumer/trade events (see above)**
- **HOT TREND: secured two top celebrity couples for Honeymoons in Hawai'i in May and July, with four prime-time network TV hours secured and \$2 million in advertising value**



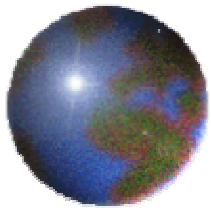


Hawai'i Tourism Korea

Coming Events/Projects

- **On-going media coverage/travel trade mktg.**
- **Joint Promotion with Lucky Goldstar E-shop (Family Market Promotion) – May 1 ~ 31**
- **Hawai'i Cultural Promotion with Hyundai Department Store – June 1 ~ 6**
- **Aloha Dinner Party with Travel Trade – June 2**
- **Korea World Travel Fair (KOTFA) – June 3 ~ 6**
- **Travel Agent Fam Tour (subject to airline sponsorship) – September – only major plan change**





China



Hawai'i Tourism China (HTC) Office Opening (left to right):

Christine Li: Marketing Manager HTC

Michael Merner: Managing Director, Hawai'i Tourism Asia

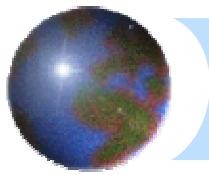
James Mayfield: Commercial Consul of U.S. Consulate

Tina Yao: Public Relations Director HTC

Wang Xiangcai: Secretary-General, Shanghai Tourism Assoc.

Jane Dong: Consumer Promotion Manager HTC



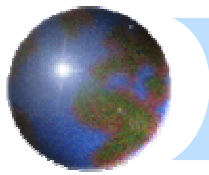


Hawai'i Tourism China

Market Update

- **Outbound travel from China at record levels – well on target for fivefold increase in the next 5 years**
- **Unprecedented volume projected for May Holidays**
- **With Europe securing Approved Destination Status (ADS), heavy growth in European long-haul travel**
- **European carriers aggressively launching new flights**
- **Travel agents actively seeking new resort destinations -- Saipan, Kota Kinabalu etc.**
- **Agents very interested in Hawai'i, given high margins -- but visa constraints are well-known hurdle**
- **F.I.T travel becoming much more common**



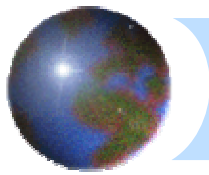


Hawai'i Tourism China

Major Activities

- **HTC office open on People's Square in the heart of Shanghai**
- **Launched completely new Chinese website at [www. goHawaii.cn](http://www.goHawaii.cn)**
- **In-depth research of travel trade and media**
- **Participated in first World Travel Fair 2004 -- with the U.S. Consulate -- as the only U.S. destination**
- **Joint consumer promotions with high profile partners including CITIC Mall**
- **Monthly newsletters to travel trade, 2-4 releases per month to media**
- **Active database of 930 travel trade, 150 key media**



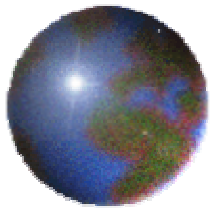


Hawai'i Tourism China

Coming Events/Projects

- **Travel agent and media fam to Hawai'i in June (Oahu and Maui)**
- **Support Hawai'i Week promotion with Xin Tian Di and DBEDT**
- **Golf promotion with travel agents and golf association**
- **Large-scale joint promotions with General Motors**
- **Development of first Hawai'i travel guidebook in Chinese**
- **Priority to increase airlift**





Taiwan



Hawai'i Tourism Taiwan (HTT) Office Opening (Left to right):

Jemy See: Representative - Hawai'i Tourism Taiwan

Mei-Mei Wang: Chairwoman - Visit USA Committee

Michael D. Merner: Managing Director - Hawai'i Tourism Asia

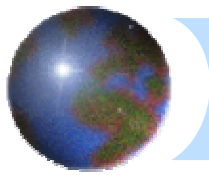
Yoichi Hayase: Strategy Director - Hawai'i Tourism Asia

Richard Craig: Commercial Officer - (US Consulate)

Alex Lei: Director - Hawai'i State Representative Office in Taiwan

Teresa Chang: PR & Marketing Manager, HTT



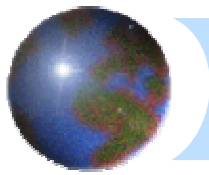


Hawai'i Tourism Taiwan

Market Update

- **Outbound travel from Taiwan increased 7.23% in the first quarter over the same period last year**
- **Top destination is Mainland China with a total of 783,797, a market share of 48%**
- **Second largest destination is Japan with a total of 240,340 representing 14.4 % market share**
- **82.9% of Taiwan outbound travel was to Asian destinations given low cost and short travel time**
- **Guam is emerging as tough competition for Hawai'i as it is visa free and promoted as a tropical island vacation in US territory much closer to Taiwan**



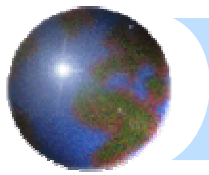


Hawai'i Tourism Taiwan

Major Activities

- **HTT office open next to Grand Hyatt and Taipei 101 in the heart of Taipei**
- **Launched completely new Taiwanese website at [www. goHawai'i.org.tw](http://www.goHawai'i.org.tw)**
- **Extensive web promotions via travel trade and consumer events, and media coverage of new web site**
- **In-depth research of travel trade and media**
- **Monthly newsletter to over 3,000 travel trade and media**
- **Hong Kong Media Tour to Hawai'i April 16-23**



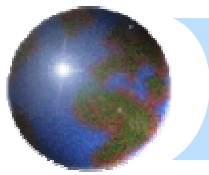


Hawai'i Tourism Taiwan

Major PR Coverage

- **Extensive media coverage on TV, radio, newspaper, consumer publications, trade publications, and internet**
- **Major theme –securing low-cost collateral publication in top-quality publications with reprints:**
 - **MOOK Travel Magazine to exclusively feature only Hawai'i in its December issue – known for total coverage of a single destination in each issue -- HTT to use special Hawai'i issue as reprints in 2005**
 - **AZ Travel Magazine visiting Hawai'i in June for special Hawai'i feature to be used separately as a brochure without extra charges for creative and writing**



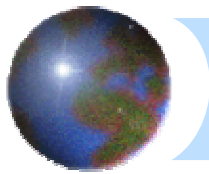


Hawai'i Tourism Taiwan

Coming Events/Projects

- **Promotion in Hong Kong May 8-11 -- UAL FOC roundtrip air tickets for Hula Dancers, negotiated free hotel accommodations**
- **Kaohsiung Travel Fair May 13-16 organized by Kaohsiung Association of Travel Agents – first participation by Hawai'i, comp air from China Air**
- **Hawai'ian Festival with gala dinner May 13, lunch and dinner shows May 14-16, with comp meals/accommodations, press conference**
- **Taipei Hawai'ian Festival with lunch and dinner shows May 17-23, comp meals, hotel, conference**
- **UAL, China Airlines, Grand Hotel, Kona Coffee all sponsor**



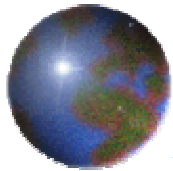


Hawai'i Tourism Asia

Summary

- **Incredibly fast growth in outbound travel**
- **Visa/ADS status remains major issue for Hawai'i**
- **Primary focus is to secure media coverage and raise visibility of Hawai'i as a destination in Asia**
 - **Monthly media trips**
 - **6-8 press releases per month across Asia**
 - **Monthly media newsletter**
 - **Tie-up media campaigns on-going**
- **Secondary focus is travel trade marketing to educate and motivate the travel trade to sell Hawai'i**
 - **Workshops, trade fairs, daily sales calls in 3 countries, 3 monthly newsletters**
- **Tertiary focus is on consumer promotions – given huge populations and territory, reach consumers via the travel trade & media**





Mahalo!